# No-Code: The AI PM's Secret Weapon

I'm an AI Product Manager and Hyperautomation Architect, and former founder of a phone repair business. I used no-code tools (Zapier, Make, n8n, Airtable) to automate real end-to-end operations.

At some point I realised my biggest leverage wasn't fixing more phones, but productising the automations behind the business. That's why I sold the company and moved into AI Product Management, to help larger teams prototype and ship AI features much faster.

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# The Shift: From PM to AI-Powered Builder



> "70% of your job will change by 2030"
>
> LINKEDIN'S CPO
> Tomer Cohen

- Companies like LinkedIn are shifting PMs from writing specs to *building* AI workflows and agents.
- PMs are expected to prototype, connect tools and validate value fast.
- But most PMs **don't own an engineering team** or the infra to do this safely.

**So… how do you behave like an *AI builder* without writing thousands of lines of code?**

# Why No-Code is an AI PM's Superpower

### Launch Faster

Validate ideas without waiting for engineering. Reduce time-to-market from weeks to days.

### Close the Loop

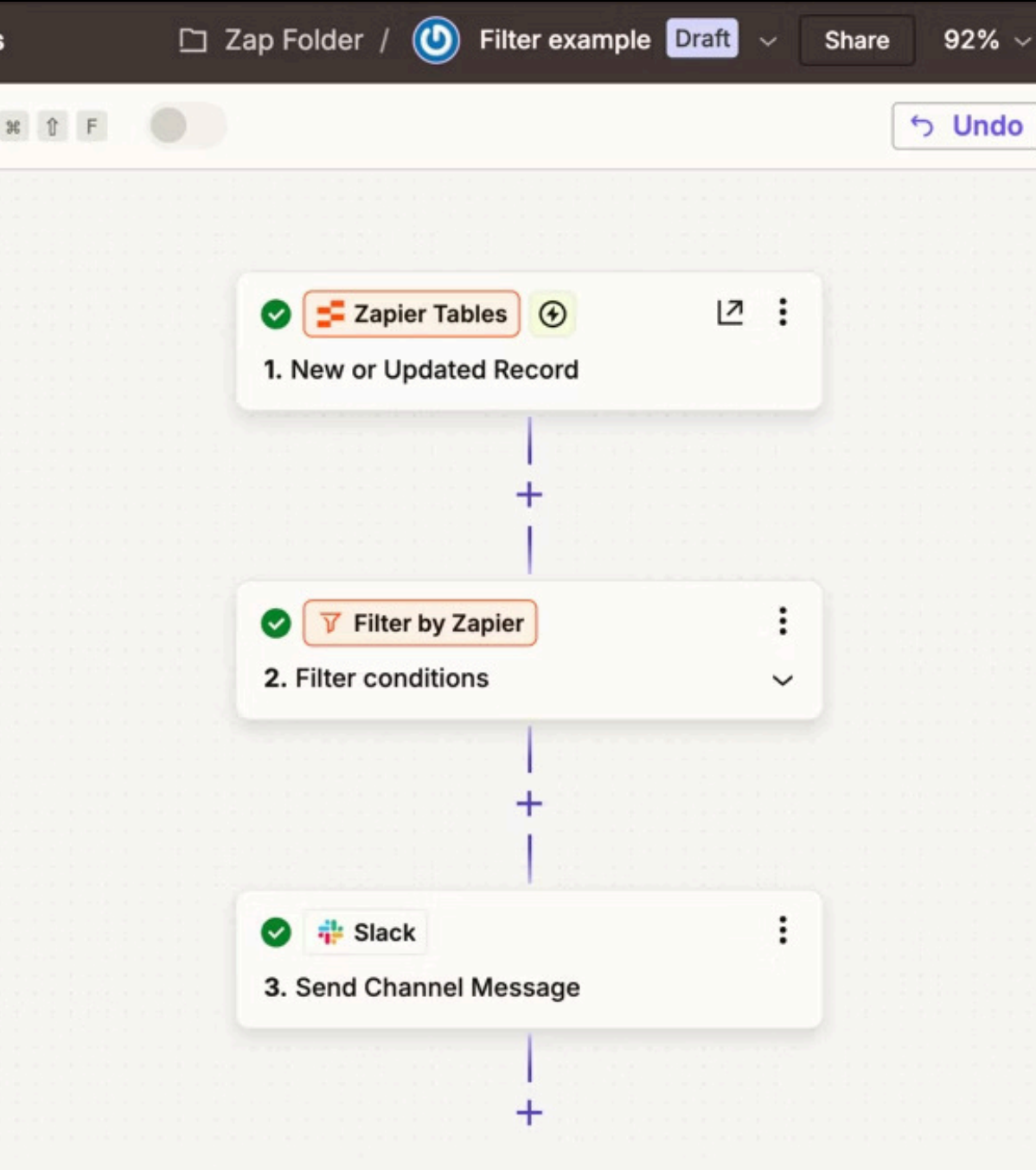Connect events, LLMs, data, and notifications in a single integrated flow.

### Reduce Risk

Economically test assumptions before committing roadmap and development time.

### Understand Limitations

Learn restrictions and opportunities by "playing with the system" yourself.

# Zapier: Where it Shines for AI PMs

## Key Strengths

- Perfect for quick, simple automations with tons of app integrations
- Ideal for early prototypes that demonstrate a value proposition
- Easy to maintain by non-technical team members

## Limitations to Consider

- Complex branching and intensive data processing
- Price can scale rapidly with volume

# Make: When You Need More Power

### Visual Scenarios

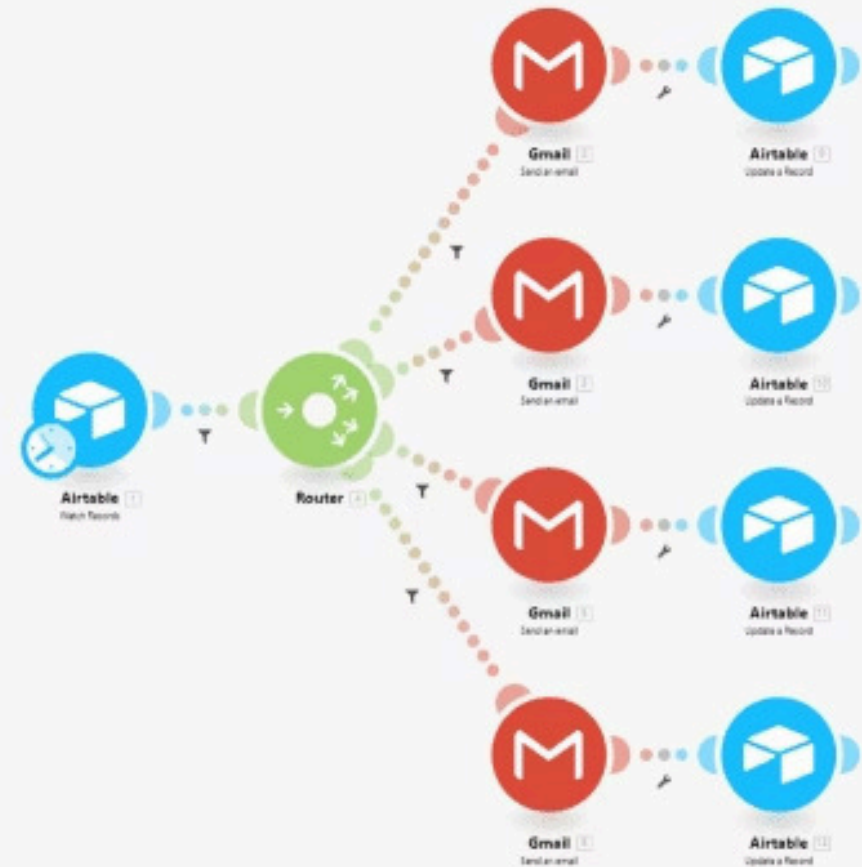Help you intuitively and structurally reason about the entire workflow.

### Multi-step Flows

Better for APIs, complex logic, and sophisticated automations.

### Perfect Balance

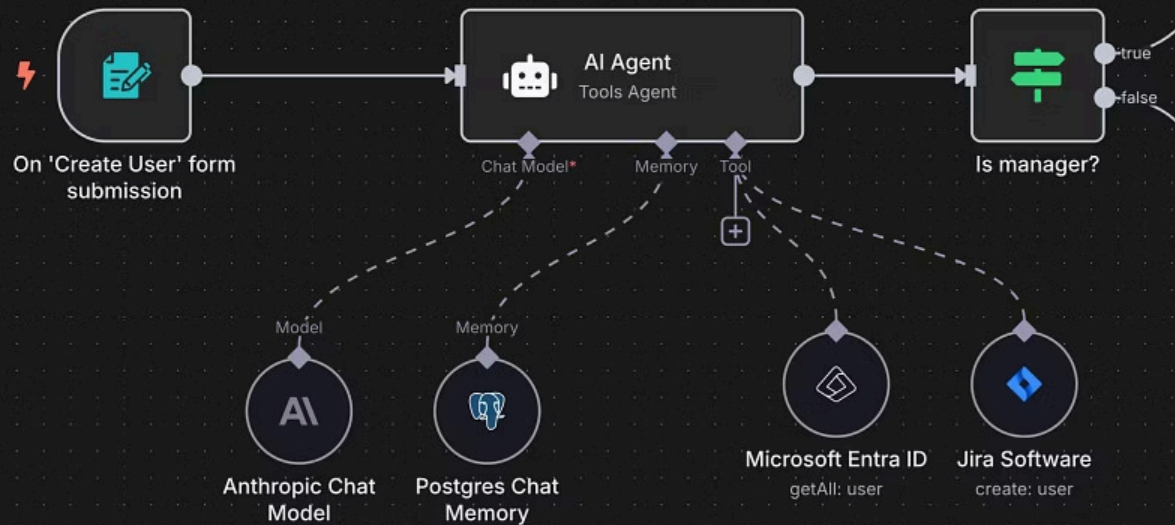Good balance between power and ease of use for most cases.

# n8n + Airtable: Flexible Workflows and Prototyping Database

### n8n: Maximum Flexibility

Highly flexible (low-code), developer-friendly, with self-hosting options if needed. Ideal when you require more control, custom nodes, or want to run everything on your own infrastructure.

### Airtable: Your Central Data Storage

The central database for prototypes: users, events, logs, configurations. Everything in an accessible and visual place.

### Winning Pattern

LLM + no-code orchestrator + Airtable as the "brain + memory" for context and logging. This architecture covers most AI prototyping needs.

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# What to Do and Avoid as an AI PM Using No-Code

## ✓ Do This

- **Start with the Outcome**

  Begin with the business outcome and the KPI, not the tool.

- **Design First**

  Design the flow on paper first: happy path + basic error handling.

- **Document Everything**

  Document owner, objective, inputs, outputs, and metrics for each automation.

## ⬜ Avoid This

- **Don't Mix Environments**

  Do not mix experiments and production in the same environment.

- **Share Knowledge**

  Don't be the only person who understands how the automation works.

- **Think About Security**

  Do not send sensitive data to random tools without considering security and compliance.

# Summary and 3 Key Learnings

## 01

### No-code is a practical superpower

For AI PMs who want to validate and deliver faster without technical dependencies.

## 02

### Zapier / Make / n8n + Airtable cover most needs

If used correctly, these tools are sufficient to prototype almost anything.

## 03

### Good practices make your automations reliable

Logging, ownership, and separation of test vs. production are fundamental for trust.

> Now let's look at a real-world example: Jacobo, an omnichannel multi-agent system built on n8n and Airtable. It's a prototype, but fully functional for the size of my previous company